

A DIRECT

In other words an appeal to you who do not trade with us, to those of you who go to other towns to do your shopping article you purchase of us. We want to explain to you just why we can sell you the "Highest Quality" merchandise at a reduced capital of over \$3,000,000.00, and being connected with this number of stores having such an immense buying power in our counties to come to Snyder and to our store and you will save enough on your purchases from us to pay you extra on your make only occasional trips, you want to go to such a town and such a store, where your wants can all be filled, the important items of your bill. We guarantee you that you will have no disappointment or worry if you will make that's saleable but Furniture and guarantee to save you money on every bill. We have a \$75,000.00 stock of Ladies' shoes, men's clothing, shoes, hats, shirts, hosiery and neckwear, blankets 1000 pair, comforts 100, trunks,

Now you who are not acquainted with Higginbotham's store, we want to especially invite you to call and see our our ladies' and men's clothing in practically dust proof cases. Visit even though you are not ready to buy, examine our Townsend-Oldham and buy your next bill of merchandise and you will always come back to the same place regardless of the merits upon which we base our "Appeal" for your business.

Notions

6 spools Clarke's O. N. T. Thread	.25
6 spools San Silk	.25
1 box 30 balls No. 1 Boss Ball Thread	.20
Good Grade 10c Pearl Buttons, per dozen	.05
5 papers Hair Pins	.05
Cotton Embroidery Floss in all colors per sk.	.01
25c Hair Brushes	.15
Big 25c size Talcum	.10
Hooks and Eyes, No. 2 and 3, white and black	
2 cards for	.05
4 pairs Men's Cloth Gloves	.25
Darning Cotton, Black, White and Tan, 5 sp.	.05
5 pairs Men's Tan and Fancy Hose	.25
Men's 25c Suspenders	.15
3 Good Bars Toilet Soap	.25
\$1.25 Cut Glass Nappie	.75
Extra Specials--Children's Aprons, from 2 to 12 years, long sleeves, Belted Back, in good dark colors	.25

Dress Goods

One-half wool Serge worth 40c per yard	25c
36 inch guaranteed all wool serge all colors	50c
50 inch Sponged and Shrank, spot proof serge	\$1.00
52 in Billard Cloth suitable for sport coats and skirts, wine, Green, Navy, Copenhagen Blue, scarlet	\$2.00
\$1.00 and	\$1.50
52 in. Broadcloth suitable for evening coats, light blue, pink, green, dark red and dark green,	\$2.00
52 in. waterproof in black, navy, brown, green and red, 50c	
The greatest lines of Suiting ever carried by any one firm in all colors and grades at	25c
25c Ratine, 26 inches wide, extra good for school girl dresses, Brown, Tan, Pink, Black, Green and Red.	10c
\$2.00 Grade Kitty Kat and Honey Moon, Pussy willow, 36 inches wide	\$1.49
27 inch Embroidery, 50c quality	10c
27 inch Embroidery with 14 inch work	20c

We have a line of Buttons suitable for every dress in all sizes, colors and shapes, priced from 10c to \$1.25 doz. For Trimming in Brown, Black and white at 35c, 50c, and \$1.50 Military Silk Braid in Green, Navy, Brown and Black 10c

WE CARRY BUTTERICK PATTERNS

Blankets and

We have by far more blankets than all the rest of the Stores to prove our assertion. We have 1,000 pr of blankets and a lot more. Call on us, get our prices and you will actually think you are a lot away. Following you will find an assortment of prices and des

Very nice size Blanket in White and Gray, different borders well worth 75c	50c
54 X 74 inch tan and gray blankets	75c
60 X 72 inch tan and gray blankets	\$1.00
64 X 80 inch tan and gray blanket	\$1.25
60 X 76 inch extra dark heavy blanket	\$1.50
64 X 80 inch light tan and gray blanket	\$1.50
70 X 82 inch gray and tan blanket	\$1.50
68 X 82 inch white, gray and tan blanket	\$1.75

"SNYDER" is to WEST TEXAS WHAT DALLAS is to
Townsend-Oldham

Groceries

In making our "Appeal" to you for your trade, in this department, we wish to state for the benefit of those who have not used our groceries and are not familiar with the High Quality Groceries we handle that we have one of the best equipped Grocery Departments in the entire West and we handle only the Highest Grade Goods that we can purchase.

In considering the value of Groceries your first consideration should be of the quality --if it does not contain real "Quality" it has not much value. You will find our Groceries of only the Highest Quality always priced at the lowest possible price the High Quality will permit.

Following we submit for your consideration a few of our prices selected at random from among our immense stock of New Up-to-Date fresh Groceries.

18 pounds Pure Cane Standard Gran. Sugar	\$1.00
\$1.00 bucket Good Coffee	80c
9 pounds Good Roasted Coffee	\$1.00
2 pounds High Grade Steel Cut Coffee	90c
3 packages Arbuckle Coffee	\$1.00
5 packages XXXX Coffee	\$1.00
Irish Potatoes, per pound	2 cents
1 dozen cans Salmon	\$1.00
1 dozen cans Corn	\$1.00
1 doz. 3 lb. Cans Tomatoes	\$1.00

1 doz. cans Kraut	\$1.00
1 dozen 2lb. cans Peaches	\$2.25
1 doz. Happy Day String Beans	\$1.00
1 doz. cans Hominy	\$1.00
22 bars good Laundry Soap	\$1.00
1 pound Lorillard Natural Leaf Tobacco	40c
1 pound Climax Tobacco	35c
1 pound Boone's Natural Leaf	45c
Extra Quality Barrel Kraut per pound	4 cents
(Sour) Barrel Pickles, per gallon	50c
Soda Crackers in large boxes	45c

We Have One of the Best Brands of Flour it has ever been Our Ability to get, THE "KELLOGG" OF VERNON.

We're Not Quitting

No we do not intend to quit business, in fact we are just beginning to commence business.

Our business has grown from a very small business until today we are selling by far more goods than any other store in West Texas.

We are doing this business because we are absolutely selling goods far cheaper than any one else giving our patrons the benefit of our immense buying power-selling them the Highest Quality goods at the lowest price.

In view of our immense business, why should we want to quit? We're not going to quit.

Quality
SH

THE NEW STYLE TREND men's High Cut Boots, which are pair short skirt.

High cut models in the newest an almost endless variety in our comp

Quality
SH

This Store Will Be Closed

 **Mail Your Orders**

TOWNSEND-OLDHAM
"EVERY"